

Message Text

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ACTION COME-00

INFO OCT-01 AF-06 ISO-00 SSO-00 INRE-00 USIE-00 CIAE-00

EB-07 INR-07 LAB-04 NSAE-00 PA-02 SIL-01 PRS-01 /029 W

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O R 151408Z OCT 75

FM AMEMBASSY NAIROBI

TO SECSTATE WASHDC IMMEIDATE 5675

INFO AMEMBASSY MONROVIA

UNCLAS NAIROBI 9016

E.O. 11652: N/A

TAGS: BEXP,KE

SUBJECT: MEDIA USA CATALOG SHOW

REF: STATE 235792

NAIROBI 8864

TELCON MANLEY/EDDY 10/10/75

1. EMBASSY RECOMMENDS THAT MEDIA USA CATALOG SHOW BE HELD IN NAIROBI FIRST WEEK MARCH PARTICULARLY SINCE USDOC HAS ALREADY APPARENTLY DONE GREAT DEAL OF PRELIMINARY WORK.

2. REVIEW OF PRODUCT LISTING PROPOSED CATALOG SHOW REVEALS THAT ONLY ITEMS WHICH MAY BE WORTH SERIOUS PROMOTION AT THIS TIME ARE BOOKS, THOUGH WE WILL GLADLY ATTEMPT TO PUSH OTHER ITEMS ON LIST. TOTAL MARKET FOR PRODUCT CATEGORY 892.1110 THROUGH 892.9890 WAS \$6.7 MILLION FOR 1974, MOSTLY BOOKS AND PERIODICALS. U.S. SHARE WAS SOMEWHAT OVER 6 PER CENT OR ABOUT \$458,000. MODEST U.S. RECORD SHOWS THAT FACTORS WHICH EMBASSY PREVIOUSLY DESCRIBED AS INHIBITING SALE MUST BE FACED SQUARELY. DIFFERENCES IN SPELLING AND MEASUREMENT SYSTEMS WHICH IN PAST SEVERELY LIMITED PROSPECTS FOR U.S. SALES STILL OBTAIN.

3. WE NONETHELESS THINK IT WOULD DEFEATEST TO ADMIT THAT VIRTUAL BRITISH MONOPOLY IS UNIMPREGNABLE WITH EARNEST PROMOTION AND IMAGINATIVE DISPLAY, THIS OPENING SHOT
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COULD HAVE ITS EFFECT. IN AREA OF TECHNICAL BOOKS,

PARTICULARLY, U.S.A. HAS WEALTH OF INFORMATION
UNAVAILABLE FROM OTHER SOURCES AND WHICH EAST AFRICAN
NEEDS.

4. USDOC SHOULD MAKE EXPLICITLY CLEAR TO PRIVATE BUSINESS
PARTICIPANTS BASIS ON WHICH EMBASSY HAS CONCURRED.
IN BRIEF, CONCURRENCE IS GROUNDED IN CONVICTION THAT,
WHILE THERE WILL PROBABLY BE NO SALES NOW, POTENTIAL
MARKET IS WELL WORTH CULTIVATION AT SUCH MODEST
EXPENSE TO PARTICIPANTS.
MARSHALL

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Message Attributes

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Channel Indicators: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Drafter: n/a
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Film Number: D750357-0716
From: NAIROBI
Handling Restrictions: n/a
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ISecure: 1
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Margaret P. Grafeld
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06 JUL 2006

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Status: NATIVE
Subject: MEDIA USA CATALOG SHOW
TAGS: BEXP, KE
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